

Message Text

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UNCLAS SANTIAGO 7304

E.O. 11652: N/A
TAGS/ BEXP, CI
SUBJECT: AUTOMOTIVE MAINTENANCE TRADE MISSION-WANDA ALE'S PRE-
SENTATION ON TRADE MISSIONS AS AN EXPORT TOOL

REF: A) USDOC 15201, PARA 3; B) STATE 196223

1. WE NOW HAVE CMNFIRMATION FROM THE GOC THAT THE
PRESENTATION BY TM DIRECTOR WANDA ALE ON TRADE MISSINS AS AN
EXPORT PROMOTION TECHNIQUE HAS BEEN SCHEDULED FOR MONDAY,
SEPTEMBER 12, AT 3:30 P.M. THE CO-SPONSORS ARE THE ECONOMIC
DEPARTMENT OF THE MINISTRY OF FOREIGN AFFAIRS AND PRO-CHILE,
THE EXPORT PROMOTION AGENCY OF THE GOC.

2. WE VERY MUCH APPRECIATE THE RESPONSIVENESS ON THE PART
OF USDOC AND MRS. ALE PERSONALLY TO THIS REQUEST. WE BELIEVE
IT FITS THE CONTEXT OF SECRETARY KISSINGER'S OFFER DESCRIBED
IN REF B, AND IS THE KIND OF MEANINGFUL DELIVERY AT THIS END
THAT CAN DO MUCH FOR US.S. CMMMERICAL INTERESTS IN CHILE IN
THE BROADES SENSE.

3. WITHOUT HAVING NAMES AND TITLES OF THE AUDIENCE AS
YET, WE EXPECT A CHILEAN GROUP
OF ABOUT 20. MOST WILL BE
OFFICIALS OF PRO CHILE AND THE MINISTRY OF FOREIGN AFFAIRS -
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PAGE 02 SANTIA 07304 041313Z POSS DUPE

THE AGENCIES MOST CONCERNED WITH A CHILEAN TRADE MISSION
PROGRAM. THE BALANCE OF THE AUDIENCE WILL BE SELECTED
BUSINESSMEN WHO ARE PROSPECTIVE CHILEAN TRADE MISSION MEMBERS.
THE ORGANIZERS REALIZE THAT THE PRESENTATION AND THE DISCUSSION
WILL BE IN ENGLISH AND FIND THAT NO OBSTACLE. ECON COUNSELOR
KENNEDY AND COMMERCIAL ATTACHE LACEY PLAN TO ACCOMPANY MRS.
ALE TO THIS ENGAGEMENT.

4. EVERYONE UNDERSTANDS THAT MRS. ALE IS A LEADING USG EXPERT ON TRADE MISSIONS. THIS IS THE SUBJECT OF THE SEMINAR A TECHNICAL PRESENTATION TO AN AUDIENCE INTERESTED IN LEARNING FROM USG EXPERIENCE HOW TO DO THE SAME THING THEMSELVES. WE EXPECT NO PUBLICITY COVERAGE OF THIS MEETING, OR ANY PARTICIPANTS WHO ARE NOT KEY PERSONS IN DEVELOPING A CHILEAN TRADE MISSION PROGRAM.

5. THE CHILEAN HOSTS AND AUDIENCE WILL INCLUDE PERSONS WHO HAVE THE MOST TRADE MISSION EXPERTISE IN THE COUNTRY, AND SOME PERSONS WHO HAVE NEW RESPONSIBILITIES AND INTEREST IN THIS AREA. WE SUGGEST, THEREFORE, THAT MRS. ALE TAILOR A NORMAL PRESENTATION TOWARD THIS MIX, BY GIVING THE BACKGROUND OF USG EMPHASIS AND EXPERIENCE, UP TO THE EVOLUTION OF THE CURRENT PROGRAM, KEEPING IN MIND THAT CHILE HAS AS YET A LIMITED, BUT GROWING, NUMBER OF EXPORT PRODUCTS. EXAMPLES OF TYPICAL OPERATIONAL PROBLEMS COULD BE GIVEN IN ILLUSTRATION, WITH SUGGESTIONS ON HOW THEY CAN BE MINIMIZED. SHE MIGHT ALSO COMMENT ON THE GROUND LEVEL SUPPORT GIVEN BY THE EMBASSIES AND THE IMPORTANCE OF THE ADVANCE OFFICER, ESPECIALLY SINCE THE GOC DOES NOT HAVE COMMERCIALLY-ORIENTED EMBASSY STAFF IN MOST INTERNATIONAL COMMERCIAL CENTERS. SHE MIGHT SUGGEST HOW THE CHILEANS MIGHT BEST LAY ON A PRODUCTIVE VISIT IN CITIES WHERE THEY DO NOT HAVE AN EMBASSY, CONSULATE OR OTHER LOCAL SUPPORT STAFF.

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PAGE 03 SANTIA 07304 041313Z POSS DUPE

6. WE ARE SUGGESTING THAT MRS. ALE GIVE THE FACTS OF LIFE ON THE SOLID MARKET PLANNING, AS WELL AS THE CARE AND NOURISHMENT OF TRADE MISSIONS FROM START TO GO, WITHOUT BEING CONDESCENDING TO A CHILEAN AUDIENCE THAT IS ALSO PROFESSIONAL LEVEL. THE FORMAL PRESENTATION TIME WE SUGGEST IS UP TO 45 MINUTES TO ALLOW TIME FOR DISCUSSION AND QUESTIONS AND ANSWERS. THE SESSION SHOULD END BY 5 P.M.
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